

**Parkersburg WV**

**Appendix P**

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Does Not Provide Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[1] TV HH	62,922	63,551	64,187	64,829	65,477
[2] Beginning Customers	—	—	—	—	—
[3] Gross Adds	—	—	—	—	—
[4] Disconnects	—	—	—	—	—
[5] Ending Customers	—	—	—	—	—
[6] Average Customers (2 pt avg)	—	—	—	—	—
[7] Ending DIRECTV Market Share	—	—	—	—	—
[8] Disconnect Rate	—	—	—	—	—
[9] Average Gross Adds per Month	—	—	—	—	—
[10] Gross Add Rate	—	—	—	—	—
<b>Profit &amp; Loss (\$k) - No LIL</b>					
<b>Revenue:</b>					
[11] Base Package Revenue	—	—	—	—	—
[12] LIL Revenue	—	—	—	—	—
[13] Total Revenue	—	—	—	—	—
<b>Expenses:</b>					
[14] Programming Costs	—	—	—	—	—
[15] Bad Debt	—	—	—	—	—
[16] Customer related	—	—	—	—	—
[17] Total Direct costs	—	—	—	—	—
[18] Total Direct Margin	—	—	—	—	—
[19] Total Direct Margin %	—	—	—	—	—
[20] SAC Costs - No LIL	—	—	—	—	—
[21] Total Expenses:	—	—	—	—	—
[22] Cash Based OPBDA	—	—	—	—	—
[23] Cash Based OPBDA %	—	—	—	—	—

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Provides Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[24] TV HH	62,922	63,551	64,187	64,829	65,477
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
<b>LIL Customers</b>					
<b>LIL Lift (upgrades) from No LIL</b>					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	.	████	████	████	████
[36] LIL Gross Adds	████	████	.	.	.
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
<b>LIL Sell-in New Customers No LIL</b>					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	.	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
<b>LIL Sell-in New Customers Lift from No LIL</b>					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	.	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
<b>Total LIL Customers</b>					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	.	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

**Eureka CA**

**Appendix P**

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

		Year 2	Year 3	Year 4	Year 5	Year 6
<b>Profit &amp; Loss (\$k) - With LIL</b>						
<b>Revenue:</b>						
[66]	Package Revenue					
<b>LIL Revenue:</b>						
[67]	Existing Cutomers Upgrade					
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	<b>Total Revenue</b>					
<b>Expenses:</b>						
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
<b>SAC Costs with LIL:</b>						
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	<b>Backhaul Expenses</b>					
[82]	<b>Box replacement costs</b>					
[83]	<b>Total Expenses:</b>					
[84]	<b>Cash Based OPBDA</b>					
[85]	<b>Cash Based OPBDA %</b>					

**Eureka CA**

**Appendix P**

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

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# Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

Year 2	Year 3	Year 4	Year 5	Year 6
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## DIRECTV Does Not Provide Satellite Local-Into-Local Service

### Customer Profile

[1]	TV HH	56,016	56,576	57,142	57,713	58,290
[2]	Beginning Customers	—	—	—	—	—
[3]	Gross Adds	—	—	—	—	—
[4]	Disconnects	—	—	—	—	—
[5]	Ending Customers	—	—	—	—	—
[6]	Average Customers (2 pt avg)	—	—	—	—	—
[7]	Ending DIRECTV Market Share	—	—	—	—	—
[8]	Disconnect Rate	—	—	—	—	—
[9]	Average Gross Adds per Month	—	—	—	—	—
[10]	Gross Add Rate	—	—	—	—	—

### Profit & Loss (\$k) - No LIL

#### Revenue:

[11]	Base Package Revenue	—	—	—	—	—
[12]	LIL Revenue	—	—	—	—	—
[13]	Total Revenue	—	—	—	—	—

#### Expenses:

[14]	Programming Costs	—	—	—	—	—
[15]	Bad Debt	—	—	—	—	—
[16]	Customer related	—	—	—	—	—
[17]	Total Direct costs	—	—	—	—	—
[18]	Total Direct Margin	—	—	—	—	—
[19]	Total Direct Margin %	—	—	—	—	—
[20]	SAC Costs - No LIL	—	—	—	—	—
[21]	Total Expenses:	—	—	—	—	—
[22]	Cash Based OPBDA	—	—	—	—	—
[23]	Cash Based OPBDA %	—	—	—	—	—

# Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

Year 2	Year 3	Year 4	Year 5	Year 6
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## DIRECTV Provides Satellite Local-Into-Local Service

### Customer Profile

[24]	TV HH	56,016	56,576	57,142	57,713	58,290
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

### LIL Customers

#### LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

#### LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

#### LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	█	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

### Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

Bend OR

## Profit & Loss (\$k) - With LIL

### Revenue:

[66] Package Revenue

### LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] Total Revenue

### Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

### SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] Total Expenses:

[84] Cash Based OPBDA

[85] Cash Based OPBDA %

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Cutomers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

Bend OR

## Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 5

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

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# Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Does Not Provide Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[1] TV HH	74,642	75,388	76,142	76,904	77,673
[2] Beginning Customers	_____	_____	_____	_____	_____
[3] Gross Adds	_____	_____	_____	_____	_____
[4] Disconnects	_____	_____	_____	_____	_____
[5] Ending Customers	_____	_____	_____	_____	_____
[6] Average Customers (2 pt avg)	_____	_____	_____	_____	_____
[7] Ending DIRECTV Market Share	_____	_____	_____	_____	_____
[8] Disconnect Rate	_____	_____	_____	_____	_____
[9] Average Gross Adds per Month	_____	_____	_____	_____	_____
[10] Gross Add Rate	_____	_____	_____	_____	_____
<b>Profit &amp; Loss (\$k) - No LIL</b>					
<b>Revenue:</b>					
[11] Base Package Revenue	_____	_____	_____	_____	_____
[12] LIL Revenue	_____	_____	_____	_____	_____
[13] Total Revenue	_____	_____	_____	_____	_____
<b>Expenses:</b>					
[14] Programming Costs	_____	_____	_____	_____	_____
[15] Bad Debt	_____	_____	_____	_____	_____
[16] Customer related	_____	_____	_____	_____	_____
[17] Total Direct costs	_____	_____	_____	_____	_____
[18] Total Direct Margin	_____	_____	_____	_____	_____
[19] Total Direct Margin %	_____	_____	_____	_____	_____
[20] SAC Costs - No LIL	_____	_____	_____	_____	_____
[21] Total Expenses:	_____	_____	_____	_____	_____
[22] <b>Cash Based OPBDA</b>	_____	_____	_____	_____	_____
[23] <b>Cash Based OPBDA %</b>	_____	_____	_____	_____	_____

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Provides Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[24] TV HH	74,642	75,388	76,142	76,904	77,673
[25] Beginning Customers	██	██	██	██	██
[26] Gross Adds	██	██	██	██	██
[27] Disconnects	██	██	██	██	██
[28] Ending Customers	██	██	██	██	██
[29] Average Customers (2 pt avg)	██	██	██	██	██
[30] Ending Penetration	██	██	██	██	██
[31] Disconnect Rate	██	██	██	██	██
[32] Average Gross Adds per Month	██	██	██	██	██
[33] Gross Add Rate	██	██	██	██	██
<b>LIL Customers</b>					
<b>LIL Lift (upgrades) from No LIL</b>					
[34] Total Customers + Lift	██	██	██	██	██
[35] LIL Beginning Customers	█	██	██	██	██
[36] LIL Gross Adds	██	██	█	█	█
[37] LIL Disconnects	██	██	██	██	██
[38] Ending Customers	██	██	██	██	██
[39] Average Customers (2 pt avg)	██	██	██	██	██
[40] LIL Penetration	██	██	██	██	██
[41] Disconnect Rate	██	██	██	██	██
<b>LIL Sell-in New Customers No LIL</b>					
[42] Total Customers + Lift	██	██	██	██	██
[43] LIL Beginning Customers	█	██	██	██	██
[44] LIL Gross Adds	██	██	██	██	██
[45] LIL Disconnects	██	██	██	██	██
[46] Ending Customers	██	██	██	██	██
[47] Average Customers (2 pt avg)	██	██	██	██	██
[48] LIL Penetration	██	██	██	██	██
[49] Disconnect Rate	██	██	██	██	██
<b>LIL Sell-in New Customers Lift from No LIL</b>					
[50] Total Customers + Lift	██	██	██	██	██
[51] LIL Beginning Customers	█	██	██	██	██
[52] LIL Gross Adds	██	██	██	██	██
[53] LIL Disconnects	██	██	██	██	██
[54] Ending Customers	██	██	██	██	██
[55] Average Customers (2 pt avg)	██	██	██	██	██
[56] LIL Penetration	██	██	██	██	██
[57] Disconnect Rate	██	██	██	██	██
<b>Total LIL Customers</b>					
[58] Total Customers + Lift	██	██	██	██	██
[59] LIL Beginning Customers	█	██	██	██	██
[60] LIL Gross Adds	██	██	██	██	██
[61] LIL Disconnects	██	██	██	██	██
[62] Ending Customers	██	██	██	██	██
[63] Average Customers (2 pt avg)	██	██	██	██	██
[64] LIL Penetration	██	██	██	██	██
[65] Disconnect Rate	██	██	██	██	██

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# Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

		Year 2	Year 3	Year 4	Year 5	Year 6
<b>Profit &amp; Loss (\$k) - With LIL</b>						
<b>Revenue:</b>						
[66]	Package Revenue					
<b>LIL Revenue:</b>						
[67]	Existing Customers Upgrade					
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	<b>Total Revenue</b>					
<b>Expenses:</b>						
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
<b>SAC Costs with LIL:</b>						
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	<b>Backhaul Expenses</b>					
[82]	<b>Box replacement costs</b>					
[83]	<b>Total Expenses:</b>					
[84]	<b>Cash Based OPBDA</b>					
[85]	<b>Cash Based OPBDA %</b>					

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Does Not Provide Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[1] TV HH	52,338	52,861	53,390	53,924	54,463
[2] Beginning Customers	—	—	—	—	—
[3] Gross Adds	—	—	—	—	—
[4] Disconnects	—	—	—	—	—
[5] Ending Customers	—	—	—	—	—
[6] Average Customers (2 pt avg)	—	—	—	—	—
[7] Ending DIRECTV Market Share	—	—	—	—	—
[8] Disconnect Rate	—	—	—	—	—
[9] Average Gross Adds per Month	—	—	—	—	—
[10] Gross Add Rate	—	—	—	—	—
<b>Profit &amp; Loss (\$k) - No LIL</b>					
<b>Revenue:</b>					
[11] Base Package Revenue	—	—	—	—	—
[12] LIL Revenue	—	—	—	—	—
[13] Total Revenue	—	—	—	—	—
<b>Expenses:</b>					
[14] Programming Costs	—	—	—	—	—
[15] Bad Debt	—	—	—	—	—
[16] Customer related	—	—	—	—	—
[17] Total Direct costs	—	—	—	—	—
[18] Total Direct Margin	—	—	—	—	—
[19] Total Direct Margin %	—	—	—	—	—
[20] SAC Costs - No LIL	—	—	—	—	—
[21] Total Expenses:	—	—	—	—	—
[22] Cash Based OPBDA	—	—	—	—	—
[23] Cash Based OPBDA %	—	—	—	—	—

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Provides Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[24] TV HH	52,338	52,861	53,390	53,924	54,463
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
<b>LIL Customers</b>					
<b>LIL Lift (upgrades) from No LIL</b>					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	.	████	████	████	████
[36] LIL Gross Adds	████	████	.	.	.
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
<b>LIL Sell-in New Customers No LIL</b>					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	.	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
<b>LIL Sell-in New Customers Lift from No LIL</b>					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	.	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
<b>Total LIL Customers</b>					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	.	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

**Ottumwa IA-Kirksville MO**

# Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

		Year 2	Year 3	Year 4	Year 5	Year 6
<b>Profit &amp; Loss (\$k) - With LIL</b>						
<b>Revenue:</b>						
[66]	Package Revenue	████	████	████	████	████
<b>LIL Revenue:</b>						
[67]	Existing Customers Upgrade	██	██	██	██	██
[68]	Baseline Gross Adds Sell-in	██	██	██	██	██
[69]	Additional to Baseline Gross Adds	██	██	██	██	██
[70]	Total LIL Revenue	████	████	████	████	████
[71]	<b>Total Revenue</b>	████	████	████	████	████
<b>Expenses:</b>						
[72]	Programming Costs	████	████	████	████	████
[73]	Bad Debt	██	██	██	██	██
[74]	Customer related	██	██	██	██	██
[75]	Total Direct costs	████	████	████	████	████
[76]	Total Direct Margin	████	████	████	████	████
[77]	Total Direct Margin %	████	████	████	████	████
<b>SAC Costs with LIL:</b>						
[78]	Standard SAC From No LIL scenario	██	██	██	██	██
[79]	Incremental SAC with LIL	██	██	██	██	██
[80]	Total SAC Costs	████	████	████	████	████
[81]	<b>Backhaul Expenses</b>	██	██	██	██	██
[82]	<b>Box replacement costs</b>	██	██	██	██	██
[83]	<b>Total Expenses:</b>	████	████	████	████	████
[84]	<b>Cash Based OPBDA</b>	████	████	████	████	████
[85]	<b>Cash Based OPBDA %</b>	████	████	████	████	████

**Ottumwa IA-Kirksville MO**

**Appendix P**

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Does Not Provide Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[1] TV HH	56,480	57,045	57,615	58,191	58,773
[2] Beginning Customers	████	████	████	████	████
[3] Gross Adds	████	████	████	████	████
[4] Disconnects	████	████	████	████	████
[5] Ending Customers	████	████	████	████	████
[6] Average Customers (2 pt avg)	████	████	████	████	████
[7] Ending DIRECTV Market Share	████	████	████	████	████
[8] Disconnect Rate	████	████	████	████	████
[9] Average Gross Adds per Month	████	████	████	████	████
[10] Gross Add Rate	████	████	████	████	████
<b>Profit &amp; Loss (\$k) - No LIL</b>					
<b>Revenue:</b>					
[11] Base Package Revenue	████	████	████	████	████
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	████	████	████	████	████
<b>Expenses:</b>					
[14] Programming Costs	████	████	████	████	████
[15] Bad Debt	████	████	████	████	████
[16] Customer related	████	████	████	████	████
[17] Total Direct costs	████	████	████	████	████
[18] Total Direct Margin	████	████	████	████	████
[19] Total Direct Margin %	████	████	████	████	████
[20] SAC Costs - No LIL	████	████	████	████	████
[21] Total Expenses:	████	████	████	████	████
[22] <b>Cash Based OPBDA</b>	████	████	████	████	████
[23] <b>Cash Based OPBDA %</b>	████	████	████	████	████

**St Joseph MO**

**Appendix P**

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Provides Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[24] TV HH	56,480	57,045	57,615	58,191	58,773
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
<b>LIL Customers</b>					
<b>LIL Lift (upgrades) from No LIL</b>					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	.	████	████	████	████
[36] LIL Gross Adds	████	████	.	.	.
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
<b>LIL Sell-in New Customers No LIL</b>					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	.	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
<b>LIL Sell-in New Customers Lift from No LIL</b>					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	.	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
<b>Total LIL Customers</b>					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	.	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

**St Joseph MO**

**Appendix P**

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

		Year 2	Year 3	Year 4	Year 5	Year 6
<b>Profit &amp; Loss (\$k) - With LIL</b>						
<b>Revenue:</b>						
[66]	Package Revenue	████	████	████	████	████
<b>LIL Revenue:</b>						
[67]	Existing Cutomers Upgrade	██	██	██	██	██
[68]	Baseline Gross Adds Sell-in	██	██	██	██	██
[69]	Additional to Baseline Gross Adds	██	██	██	██	██
[70]	Total LIL Revenue	██	██	██	██	██
[71]	<b>Total Revenue</b>	████	████	████	████	████
<b>Expenses:</b>						
[72]	Programming Costs	████	████	████	████	████
[73]	Bad Debt	██	██	██	██	██
[74]	Customer related	██	██	██	██	██
[75]	Total Direct costs	████	████	████	████	████
[76]	Total Direct Margin	████	████	████	████	████
[77]	Total Direct Margin %	████	████	████	████	████
<b>SAC Costs with LIL:</b>						
[78]	Standard SAC From No LIL scenario	██	██	██	██	██
[79]	Incremental SAC with LIL	██	██	██	██	██
[80]	Total SAC Costs	████	████	████	████	████
[81]	<b>Backhaul Expenses</b>	██	██	██	██	██
[82]	<b>Box replacement costs</b>	██	██	██	██	██
[83]	<b>Total Expenses:</b>	████	████	████	████	████
[84]	<b>Cash Based OPBDA</b>	██	██	██	██	██
[85]	<b>Cash Based OPBDA %</b>	██	██	██	██	██

St Joseph MO

# Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

**Presque Isle ME**

# Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Does Not Provide Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[1] TV HH	31,396	31,710	32,027	32,347	32,671
[2] Beginning Customers	—	—	—	—	—
[3] Gross Adds	—	—	—	—	—
[4] Disconnects	—	—	—	—	—
[5] Ending Customers	—	—	—	—	—
[6] Average Customers (2 pt avg)	—	—	—	—	—
[7] Ending DIRECTV Market Share	—	—	—	—	—
[8] Disconnect Rate	—	—	—	—	—
[9] Average Gross Adds per Month	—	—	—	—	—
[10] Gross Add Rate	—	—	—	—	—
<b>Profit &amp; Loss (\$k) - No LIL</b>					
<b>Revenue:</b>					
[11] Base Package Revenue	—	—	—	—	—
[12] LIL Revenue	—	—	—	—	—
[13] Total Revenue	—	—	—	—	—
<b>Expenses:</b>					
[14] Programming Costs	—	—	—	—	—
[15] Bad Debt	—	—	—	—	—
[16] Customer related	—	—	—	—	—
[17] Total Direct costs	—	—	—	—	—
[18] Total Direct Margin	—	—	—	—	—
[19] Total Direct Margin %	—	—	—	—	—
[20] SAC Costs - No LIL	—	—	—	—	—
[21] Total Expenses:	—	—	—	—	—
[22] Cash Based OPBDA	—	—	—	—	—
[23] Cash Based OPBDA %	—	—	—	—	—

**Presque Isle ME**

**Appendix P**

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

Year 2	Year 3	Year 4	Year 5	Year 6
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**DIRECTV Provides Satellite Local-Into-Local Service**

**Customer Profile**

[24]	TV HH	31,396	31,710	32,027	32,347	32,671
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

**LIL Customers**

**LIL Lift (upgrades) from No LIL**

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

**LIL Sell-in New Customers No LIL**

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

**LIL Sell-in New Customers Lift from No LIL**

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

**Total LIL Customers**

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

**Presque Isle ME**

# Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

**Profit & Loss (\$k) - With LIL**

**Revenue:**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	---	---	---	---	---

**LIL Revenue:**

[67] Existing Cutomers Upgrade	---	---	---	---	---
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[68] Baseline Gross Adds Sell-in	---	---	---	---	---
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[69] Additional to Baseline Gross Adds	---	---	---	---	---
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[70] Total LIL Revenue	---	---	---	---	---
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[71] Total Revenue	---	---	---	---	---
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**Expenses:**

[72] Programming Costs	---	---	---	---	---
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[73] Bad Debt	---	---	---	---	---
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[74] Customer related	---	---	---	---	---
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[75] Total Direct costs	---	---	---	---	---
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[76] Total Direct Margin	---	---	---	---	---
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[77] Total Direct Margin %	---	---	---	---	---
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**SAC Costs with LIL:**

[78] Standard SAC From No LIL scenario	---	---	---	---	---
--	-----	-----	-----	-----	-----

[79] Incremental SAC with LIL	---	---	---	---	---
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[80] Total SAC Costs	---	---	---	---	---
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[81] Backhaul Expenses	---	---	---	---	---
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[82] Box replacement costs	---	---	---	---	---
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[83] Total Expenses:	---	---	---	---	---
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[84] Cash Based OPBDA	---	---	---	---	---
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[85] Cash Based OPBDA %	---	---	---	---	---
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**Presque Isle ME**

**Appendix P**

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

**Appendix P**

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Does Not Provide Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[1] TV HH	31,204	31,516	31,831	32,150	32,471
[2] Beginning Customers	—	—	—	—	—
[3] Gross Adds	—	—	—	—	—
[4] Disconnects	—	—	—	—	—
[5] Ending Customers	—	—	—	—	—
[6] Average Customers (2 pt avg)	—	—	—	—	—
[7] Ending DIRECTV Market Share	—	—	—	—	—
[8] Disconnect Rate	—	—	—	—	—
[9] Average Gross Adds per Month	—	—	—	—	—
[10] Gross Add Rate	—	—	—	—	—
<b>Profit &amp; Loss (\$k) - No LIL</b>					
<b>Revenue:</b>					
[11] Base Package Revenue	—	—	—	—	—
[12] LIL Revenue	—	—	—	—	—
[13] Total Revenue	—	—	—	—	—
<b>Expenses:</b>					
[14] Programming Costs	—	—	—	—	—
[15] Bad Debt	—	—	—	—	—
[16] Customer related	—	—	—	—	—
[17] Total Direct costs	—	—	—	—	—
[18] Total Direct Margin	—	—	—	—	—
[19] Total Direct Margin %	—	—	—	—	—
[20] SAC Costs - No LIL	—	—	—	—	—
[21] Total Expenses:	—	—	—	—	—
[22] Cash Based OPBDA	—	—	—	—	—
[23] Cash Based OPBDA %	—	—	—	—	—